

STIC Database Tracking Number: 297901

**To: Examiner Jean JANVIER**  
**Location: KNX5D65**  
**Art Unit: 3688**  
**Date: 06/05/09**  
**Case Serial Number: 10/001512**

**From: Matthew Hogan**  
**Location: EIC3600**  
**KNX 4B71**  
**Phone: (571) 272-6674**  
**Matthew.Hogan@uspto.gov**

## Search Notes

Dear Examiner JANVIER:

Please find attached the results of your requested search for the above-referenced case. Full template was used though not specifically requested. The search was conducted in Dialog, EBSCOhost (I & PC Abs), and ProQuest (Fin. Times) .

I have listed *potential* references of interest in the first part of the search results. Per your request, full text versions of those probable best results will follow or accompany this via email. However, please be sure to scan through the entire report. There may be additional references that you find useful.

Please note that the results, after the initial potential references of interest, proceed through an Inventor search (which is provided without regard to priority date and is in GREEN TEXT), and then proceed to results from both Abstract and Full Text databases (which are more directly screened for priority date).

If you have any questions about the search, or need a refocus, please do not hesitate to contact me.

Thank you for using the EIC, and we look forward to your next search!

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A.	Dialog .....	8
III.	TEXT SEARCH RESULTS FROM DIALOG (FULL TEXT DBS) .....	10
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## I. Potential References of Interest

*\* EIC-Searcher identified "potential references of interest" are selected based on the terms/concepts provided in the examiner's search request.*

FULL TEXT VERSIONS OF THESE REFERENCES WILL COME IN SEPARATE EMAIL TRANSMISSION.

8/3K/18 (Item 16 from file: 349)  
DIALOG(R)File 349: PCT FULLTEXT  
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00576355

### **METHOD AND APPARATUS FOR DISTRIBUTING PURCHASE INCENTIVES PROCEDE ET DISPOSITIF SERVANT A DISTRIBUER DES INCITATIONS D'ACHAT**

#### **Patent Applicant/Inventor:**

- **MARCUS Steven**  
Suite 202, 47 Halstead Avenue, Harrison, NY 10528; US; US(Residence); US(Nationality);

#### **Legal Representative:**

- **BRUNDIDGE Carl I(agent)**  
Antonelli, Terry, Stout & Kraus, LLP, Suite 1800, 1300 North Seventeenth Street, Arlington, VA 22209; US;

	Country	Number	Kind	Date
Patent	WO	200039728	A2	20000706
Application	WO	99US30520		19991222
Priorities	US	98219311		19981223

**Designated States:** (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;  
GR; IE; IT; LU; MC; NL; PT; SE;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

**Language** Publication Language: English

Filing Language: English

Fulltext word count: 14192

### Detailed Description:

...at which the rebate became available to the user.)

(j) Brand

(k) Product name.

(1) Last chance (rebates that are about to expire),  
ii) The **user** may **select** a range/band of values to filter on for all of the numeric- (e.g., rebate amount) and date- (e.g., rebate expiration date) related **criteria**. The **user** may include one or more of these criteria at the same time (e.g., by selecting one or more items from a **popup** list).

(1) Sort and filter criteria can be selected individually or in combination. E.g., the user can sort on **rebate amount**, or may choose to only view **rebates** in a specific category, or both (e.g., view rebates in a specific category, sorted by rebate amount).

(2) The user can save one or...

8/3K/3 (Item 1 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

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00905491

### POCKET CONCIERGE AND MULTIMEDIA, WIRELESS CALL CENTER SYSTEM AND METHOD

SYSTEME DE POCHE DE TRANSMISSION SANS FIL MULTIMEDIA AVEC FONCTION D'ASSISTANT INTELLIGENT ET PROCEDE ASSOCIE

### Patent Applicant/Inventor:

- **DARBY George Eugene**  
95-1045 Alakaina Street, Mililani, HI 96789-4436; US; US(Residence); US(Nationality);

	Country	Number	Kind	Date
Patent	WO	200239605	A1	20020516
Application	WO	2001US22285		20010712
Priorities	US	2000217536		20000712

**Designated States:** (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;  
GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML;  
MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ;  
UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

**Language** Publication Language: English

Filing Language: English

Fulltext word count: 11458

### Detailed Description:

...are permitted unless certain conditions are met, as determined by the Pocket Concierge service agreement with the end-user. Setup of the Pocket Part to **block** or selectively **permit advertisements** and **coupons** normally increases the **price** to the end-user of each tier of 1 5 service, since advertising revenue otherwise paid to the Pocket Concierge service operator decreases the price... ..of service. In a third approach to promotional messages delivered to a Pocket Part, the end-user's high credit rating, purchasing authority, or other **qualification criteria** are validated, and such end-user's Pocket Part would **require** payment to the end- **user's** stored value account in the Pocket Part, shipment of a sample, or some other consideration in the end-user's favor, to enable the...

10/3K/1 (Item 1 from file: 348)

DIALOG(R)File 348: EUROPEAN PATENTS

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00983310

### Digital coupons for pay television

Digitale Gutscheine fur Bezahlfernsehen

Coupons numeriques pour la television a peage

### Patent Assignee:

- **General Instrument Corporation;** (1403172)  
101 Tournament Drive; Horsham, Pennsylvania 19044; (US)  
(Applicant designated States: all)

### Inventor:

- **Candelore, Brant**  
2244 Felspar Street; San Diego, California 92109; (US)

**Legal Representative:**

- **Hoeger, Stellrecht & Partner (100381)**  
Uhlandstrasse 14 c; 70182 Stuttgart; (DE)

	Country	Number	Kind	Date	
Patent	EP	891084	A2	19990113	(Basic)
	EP	891084	A3	19991020	
Application	EP	98111861		19980626	
Priorities	US	890066		19970709	

**Designated States:**

AT; BE; DE; DK; ES; FR; GB; IE; NL;

**Extended Designated States:**

AL; LT; LV; MK; RO; SI;

**International Patent Class (V7):** H04N-007/16 **Abstract Word Count:** 141

**NOTE:** 1

**NOTE: Figure number on first page:** 1

Legal Status Type	Pub. Date	Kind	Text
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**Language** Publication: English

Procedural: English

Application: English

Fulltext Availability	Available Text	Language	Update	Word Count
CLAIMS A		(English)	9902	1550
SPEC A		(English)	9902	9090
Total Word Count (Document A) 10640				
Total Word Count (Document B) 0				
Total Word Count (All Documents) 10640				

**Specification:** ...digital coupon "4" is awarded at block 736. At block 738, if a promotional period is in progress, a digital coupon "5" is awarded at **block** 740. Such a **promotional** period would generally apply to all subscribers.

At block 750, the **total amount** of **coupon** credits is determined. At block 760, if the coupon credit balance is above zero, then at block 770, the user is prompted by the user...

9/3,K/2 (Item 1 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
 (c) 2009 Thomson Reuters. All rights reserved.  
 0012962751

WPI Acc no: 2003-039858/200303

XRPX Acc No: N2003-031213

**Computer implemented database system for distributing digital media assets, provides redeemable points to viewer reviewing advertisements and changes advertisements based on changing choices of viewers**

Patent Assignee: TARR M (TARR-I)

Inventor: TARR M

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20020133438	A1	20020919	US 2000245696	P	20001102	200303	B
			US 20011033	A	20011102		

Priority Applications (no., kind, date): US 2000245696 P 20001102; US 20011033 A 20011102

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20020133438	A1	EN	3	0	Related to Provisional	US 2000245696

**Alerting Abstract ...ADVANTAGE** - Provides an advertisement form that is suitable for the Internet environment and **allows** viewers to review potential **advertising** categories presented to the viewers. **Allows** users to choose the **advertisement** and **allows advertisers** to reach **target** consumers by facilitating the delivery of engaging rich media **advertisements** and presentations and placing **control** in the hands of the individual users. Facilitates dynamic and engaging advertisements necessary to attract and entice customers and offers advertisers a payment structure in... Original Publication Data by AuthorityArgentina**Publication No. Original Abstracts:** A computer implemented database system, capable of residing on several web sites, that **allows users** to review **advertising in defined** categories **and** elect **to** review particular advertisements and receive redeemable "points" or rewards for reviewing the **advertising**. In addition, each **user** is **profiled** dynamically in order **to** offer the user the most likely database of advertising of interest to the user. **Claims:** What is claimed is: **1.** A computer implemented database system, capable of residing on several web sites that **allows** viewer/users to review potential **advertising** categories presented **to** them and if they so **elect**, choose to review a particular advertisement or several advertisements. The viewers receive redeemable "points" for reviewing the ads. Said points accumulate and the viewer/user may; redeem those **points** through **the** system to purchase any **number** of products or **services**. The system **requires** each viewer, in **order** to accumulate and redeem **points**, to register with the system and provide certain information which in turn helps the system and its advertising clients organize which advertisements to present as available first for a particular **viewer**. This **profiling** system **is** dynamic and accommodates on a regular basis the changing choices the viewer may make as well as the advertising mix that is available at any...

## II. Inventor Search

### A. Dialog

File 347:JAPIO Dec 1976-2009/Jan(Updated 090503)

(c) 2009 JPO & JAPIO

File 348:EUROPEAN PATENTS 1978-200922

(c) 2009 European Patent Office

File 349:PCT FULLTEXT 1979-2009/UB=20090528|UT=20090521

(c) 2009 WIPO/Thomson

File 350:Derwent WPIX 1963-2009/UD=200934

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Set	Items	Description
S1	6084	AU=(LIM, S? OR LIM S? OR GIDDINGS, J? OR GIDDINGS J? OR GIDDINGS, L? OR GIDDINGS L?)
S2	65	S1 AND ADVERTII?
S3	17	S2 AND (FILTER OR SCREEN OR COUPON OR DISCOUNT OR REWARD)
S4	0	(AU=LIM AND AU=GIDDINGS)
S5	58	AU=GIDDINGS
S6	0	S5 AND ADVERTII?

File 635:Business Dateline(P) 1985-2009/Jun 04

(c) 2009 ProQuest Info&Learning

File 570:Gale Group MARS(P) 1984-2009/May 13

(c) 2009 Gale/Cengage

File 15:AEI/Inform(R) 1971-2009/Jun 03

(c) 2009 ProQuest Info&Learning

File 9:Business & Industry(P) Jul/1994-2009/Jun 03

(c) 2009 Gale/Cengage

File 610:Business Wire 1999-2009/Jun 04

(c) 2009 Business Wire.

\*File 610: File 610 now contains data from 3/99 forward.

Archive data (1986-2/99) is available in File 810.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2009/May 07

(c) 2009 Gale/Cengage

File 624:McGraw-Hill Publications 1985-2009/Jun 04

(c) 2009 McGraw-Hill Co. Inc

File 621:Gale Group New Prod.Annou.(P) 1985-2009/Apr 29

(c) 2009 Gale/Cengage

File 636:Gale Group Newsletter DB(TM) 1987-2009/May 13

(c) 2009 Gale/Cengage

File 613:PR Newswire 1999-2009/Jun 04

(c) 2009 PR Newswire Association Inc

\*File 613: File 613 now contains data from 5/99 forward.

Archive data (1987-4/99) is available in File 813.

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc



File 16:Gale Group PROMT(F) 1990-2009/May 13  
(c) 2009 Gale/Cengage

\*File 16: UD/banner does not reflect last processed date

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 634:San Jose Mercury Jun 1985-2009/Jun 02  
(c) 2009 San Jose Mercury News

File 148:Gale Group Trade & Industry DE 1976-2009/May 20  
(c) 2009 Gale/Cengage

\*File 148: The CURRENT feature is not working in File 148.  
See HELP NEW3148.

File 20:Dialog Global Reporter 1997-2009/Jun 04  
(c) 2009 Dialog

File 35:Dissertation Abs Online 1861-2009/May  
(c) 2009 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage

\*File 583: This file is no longer updating as of 12-13-2002.

File 65:Inside Conferences 1993-2009/Jun 04  
(c) 2009 BLDSC all rts. reserv.

File 2:INSPEC 1898-2009/May W4  
(c) 2009 The IET

File 474:New York Times Abs 1969-2009/Jun 04  
(c) 2009 The New York Times

File 475:Wall Street Journal Abs 1973-2009/Jun 04  
(c) 2009 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2009/May  
(c) 2009 The HW Wilson Co.

File 256:TecInfoSource 82-2009/Mar  
(c) 2009 Info.Sources Inc

Set	Items	Description
S1	3452	AU=(LIM, S? OR LIM S? OR GIDDINGS, J? OR GIDDINGS J? OR GIDDINGS, L? OR GIDDINGS L?)
S2	4	S1 AND ADVERTI?

### III. Text Search Results from Dialog (Full Text dbs)

#### A. Full-Text Databases – PATENT

#### **File 348:EUROPEAN PATENTS 1978-200923**

**(c) 2009 European Patent Office**

#### **File 349:PCT FULLTEXT 1979-2009/UB=20090528|UT=20090521**

**(c) 2009 WIPO/Thomson**

Set	Items	Description
S1	23307	(ADVERTI? OR PROMOTION? OR COMMERCIAL(2N)MESSAG? OR INCENTIVE? OR COUPON?) (12N)(TARGET? OR DIRECT? OR PROFIL? OR SEGMENT?(2N)(MARKET? OR AUDIENCE?) OR FOCUSED OR INCENTIV?)
S2	6217	(FILTER? OR SCREENING OR PROFIL? OR PRESELECT? OR PROHIBIT? OR BLOCK? OR CONTROL? OR SIFT??? OR SORT??? OR ALLOW? OR DISALLOW? OR UNBLOCK? OR BARRIER? ? OR PERMIT? OR PERMISSION?) (5N)(ADVERTI? OR PITCH?? OR PROMOTION OR ADS OR AD OR COMMERCIAL(2N)MESSAGE? OR BANNER?(2N)(ONLINE OR WEB?) OR POPUP? ? OR POP()UP? ?) ? ?)
S3	5919	(COUPON? OR REBATE? OR REWARD? ? OR INCENTIVE? OR PAYBACK? OR POINTS OR SPECIAL() (DEAL? OR PRIC???) OR AWARD? ? OR DISCOUNT? OR CASHBACK OR CASH()BACK OR RECREDIT? OR MARK()DOWN? OR MARKDOWN?) (6N)(LEVEL? ? OR MINIMUM? OR THRESHOLD? OR TRIGGER??? OR AMOUNT? OR NUMBER? ? OR VALUE? OR PRICE? OR PERCENTAGE? OR GOAL? ? ) )
S4	17557	(USER? ? OR OPERATOR? ? OR CLIENT? ? OR CUSTOMER? ? OR TARGET?? OR PITCHEE? OR PROSPECT??? OR AUDIENCE? OR BUYER? ?) (6N)(PRESPECIF? OR SPECIF? OR CONDITION? OR DETERMIN? OR DEFIN? OR PREDEFIN? OR PREDETERMINE? OR PRESELECT? OR SELECT? OR SETTING? ? OR REQUIR? OR ESTABLISH? OR PREESTABLISH? OR PRECONFIGUR? OR CONFIGUR? OR CRITERI? OR TARGET? OR QUALIFIC?)
S5	11564	(ESTIMAT? OR CALCULAT? OR NUMBER? OR COUNT??? OR TABULAT? OR TOTAL? ) (5X)(NUMBER? ? OR AMOUNT? ? OR QUANTIT? OR CUMULATIVE OR TOTAL?)
S6	102	S2(20N)S3
S7	37	S6(S)S4
S8	20	S7 NOT AY>2001
S9	13	S6(9N)S5
S10	4	S9 NOT AY>2001

8/3K/18 (Item 16 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

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00576355

**METHOD AND APPARATUS FOR DISTRIBUTING PURCHASE INCENTIVES**  
**PROCEDE ET DISPOSITIF SERVANT A DISTRIBUER DES INCITATIONS D'ACHAT**

**Patent Applicant/Inventor:**

- **MARCUS Steven**  
Suite 202, 47 Halstead Avenue, Harrison, NY 10528; US; US(Residence); US(Nationality);

**Legal Representative:**

- **BRUNDIDGE Carl I(agent)**  
Antonelli, Terry, Stout & Kraus, LLP, Suite 1800, 1300 North Seventeenth Street, Arlington, VA 22209; US;

	Country	Number	Kind	Date
Patent	WO	200039728	A2	20000706
Application	WO	99US30520		19991222
Priorities	US	98219311		19981223

**Designated States:** (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;  
GR; IE; IT; LU; MC; NL; PT; SE;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

**Language** Publication Language: English

Filing Language: English

Fulltext word count: 14192

**Detailed Description:**

...at which the rebate became  
available to the user.)

(j) Brand

(k) Product name.

- (1) Last chance (rebates that are about to expire),  
ii) The **user** may **select** a range/band of values to filter on for  
all of the numeric- (e.g., rebate amount) and date- (e.g., rebate  
expiration date) related **criteria**. The **user** may include one or  
more of these criteria at the same time (e.g., by selecting one or  
more items from a **popup** list).

(1) Sort and filter criteria can be selected individually or in

combination. E.g., the user can sort on rebate amount, or may choose to only view rebates in a specific category, or both (e.g., view rebates in a specific category, sorted by rebate amount).

(2) The user can save one or...

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**Dialog eLink:** [Order File History](#)

8/3K/3 (Item 1 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

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00905491

**POCKET CONCIERGE AND MULTIMEDIA, WIRELESS CALL CENTER SYSTEM AND METHOD**

SYSTEME DE POCHE DE TRANSMISSION SANS FIL MULTIMEDIA AVEC FONCTION D'ASSISTANT INTELLIGENT ET PROCEDE ASSOCIE

**Patent Applicant/Inventor:**

- **DARBY George Eugene**  
95-1045 Alakaina Street, Mililani, HI 96789-4436; US; US(Residence); US(Nationality);

	Country	Number	Kind	Date
Patent	WO	200239605	A1	20020516
Application	WO	2001US22285		20010712
Priorities	US	2000217536		20000712

**Designated States:** (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;  
GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML;  
MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ;  
UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

**Language** Publication Language: English

Filing Language: English  
Fulltext word count: 11458

### Detailed Description:

...are permitted unless certain conditions are met, as determined by the Pocket Concierge service agreement with the end-user. Setup of the Pocket Part to **block** or selectively **permit advertisements** and **coupons** normally increases the **price** to the end-user of each tier of 1 5 service, since advertising revenue otherwise paid to the Pocket Concierge service operator decreases the price... ..of service. In a third approach to promotional messages delivered to a Pocket Part, the end-user's high credit rating, purchasing authority, or other **qualification criteria** are validated, and such end-user's Pocket Part would **require** payment to the end- **user's** stored value account in the Pocket Part, shipment of a sample, or some other consideration in the end-user's favor, to enable the...

10/3K/1 (Item 1 from file: 348)  
DIALOG(R)File 348: EUROPEAN PATENTS  
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00983310

### Digital coupons for pay television

Digitale Gutscheine für Bezahlfernsehen  
Coupons numériques pour la télévision à péage

### Patent Assignee:

- **General Instrument Corporation; (1403172)**  
101 Tournament Drive; Horsham, Pennsylvania 19044; (US)  
(Applicant designated States: all)

### Inventor:

- **Candelore, Brant**  
2244 Felspar Street; San Diego, California 92109; (US)

### Legal Representative:

- **Hoefer, Stellrecht & Partner (100381)**  
Uhlandstrasse 14 c; 70182 Stuttgart; (DE)

	Country	Number	Kind	Date	
Patent	EP	891084	A2	19990113	(Basic)
	EP	891084	A3	19991020	

	Country	Number	Kind	Date
Application	EP	98111861		19980626
Priorities	US	890066		19970709

**Designated States:**

AT; BE; DE; DK; ES; FR; GB; IE; NL;

**Extended Designated States:**

AL; LT; LV; MK; RO; SI;

**International Patent Class (V7):** H04N-007/16**Abstract Word Count:** 141

**NOTE:** 1

**NOTE:** Figure number on first page: 1

Legal Status Type	Pub. Date	Kind	Text
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**Language** Publication: English

Procedural: English

Application: English

Fulltext Availability	Available Text	Language	Update	Word Count
CLAIMS A		(English)	9902	1550
SPEC A		(English)	9902	9090
Total Word Count (Document A) 10640				
Total Word Count (Document B) 0				
Total Word Count (All Documents) 10640				

**Specification:** ...digital coupon "4" is awarded at block 736. At block 738, if a promotional period is in progress, a digital coupon "5" is awarded at **block** 740. Such a **promotional** period would generally apply to all subscribers.

At block 750, the **total amount** of **coupon** credits is determined. At block 760, if the coupon credit balance is above zero, then at block 770, the user is prompted by the user...

## B. Full-Text Databases – NON-PATENT

File 387:The Denver Post 1994-2009/Jun 04  
(c) 2009 Denver Post

File 471:New York Times Fulltext 1980-2009/Jun 05  
(c) 2009 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2009/Jun 03  
(c) 2009 St Louis Post-Dispatch

File 631:Boston Globe 1980-2009/Jun 05  
(c) 2009 Boston Globe

File 633:Phil.Inquirer 1983-2009/Jun 05  
(c) 2009 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2009/Jun 05  
(c) 2009 Newsday Inc.

File 640:San Francisco Chronicle 1988-2009/Jun 04  
(c) 2009 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News

File 702:Miami Herald 1983-2009/Jun 05  
(c) 2009 The Miami Herald Publishing Co.

File 703:USA Today 1989-2009/Jun 04  
(c) 2009 USA Today

File 704:(Portland)The Oregonian 1989-2009/Jun 04  
(c) 2009 The Oregonian

File 713:Atlanta J/Const. 1989-2009/Mar 08  
(c) 2009 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2009/May 31  
(c) 2009 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2009/Apr 21  
(c) 2009 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2009/Jun 04  
(c) 2009 The Plain Dealer

File 735:St. Petersburg Times 1989- 2009/May 22  
(c) 2009 St. Petersburg Times

File 477:Irish Times 1999-2009/Jun 05  
(c) 2009 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2009/Jun 05  
(c) 2009 Times Newspapers

File 711:Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC

File 756:Daily/Sunday Telegraph 2000-2009/Jun 05  
(c) 2009 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2009/Jun 05  
(c) 2009

File 635:Business Dateline(R) 1985-2009/Jun 05  
     (c) 2009 ProQuest Info&Learning  
 File 570:Gale Group MARS(R) 1984-2009/May 14  
     (c) 2009 Gale/Cengage  
 File 15:ABI/Inform(R) 1971-2009/Jun 04  
     (c) 2009 ProQuest Info&Learning  
 File 9:Business & Industry(R) Jul/1994-2009/Jun 04  
     (c) 2009 Gale/Cengage  
 File 610:Business Wire 1999-2009/Jun 05  
     (c) 2009 Business Wire.  
 File 810:Business Wire 1986-1999/Feb 28  
     (c) 1999 Business Wire  
 File 275:Gale Group Computer DB(TM) 1983-2009/May 08  
     (c) 2009 Gale/Cengage  
 File 624:McGraw-Hill Publications 1985-2009/Jun 05  
     (c) 2009 McGraw-Hill Co. Inc  
 File 621:Gale Group New Prod.Annou.(R) 1985-2009/Apr 30  
     (c) 2009 Gale/Cengage  
 File 636:Gale Group Newsletter DB(TM) 1987-2009/May 14  
     (c) 2009 Gale/Cengage  
 File 613:PR Newswire 1999-2009/Jun 05  
     (c) 2009 PR Newswire Association Inc  
 File 813:PR Newswire 1987-1999/Apr 30  
     (c) 1999 PR Newswire Association Inc  
 File 16:Gale Group PROMT(R) 1990-2009/May 14  
     (c) 2009 Gale/Cengage  
 File 160:Gale Group PROMT(R) 1972-1989  
     (c) 1999 The Gale Group  
 File 634:San Jose Mercury Jun 1985-2009/Jun 04  
     (c) 2009 San Jose Mercury News  
 File 148:Gale Group Trade & Industry DB 1976-2009/May 21  
     (c) 2009 Gale/Cengage  
 File 20:Dialog Global Reporter 1997-2009/Jun 05  
     (c) 2009 Dialog

Set	Items	Description
S1	414245	(FILTER? OR SCREENING OR PROFIL? OR PRESELECT? OR PROHIBIT? OR BLOCK? OR CONTROL? OR SIFT??? OR SORT??? OR ALLOW? OR DISALLOW? OR UNBLOCK? OR BARRIER? ? OR PERMIT? OR PERMISSION?) (5N) (ADVERTI? OR PITCH?? OR PROMOTION OR ADS OR AD OR COMMERCIAL(2N)MESSAGE? OR BANNER?(2N) (ONLINE OR WEB?) OR POPUP? ? OR POP()UP? ?) ? ?)
S2	113767	(USER? ? OR OPERATOR? ? OR CLIENT? ? OR CUSTOMER? ? OR TARGET?? OR PITCHEE? OR PROSPECT??? OR AUDIENCE? OR BUYER? ?) (6N) (PRESPECIF? OR SPECIF? OR CONDITION? OR DETERMIN? OR DEFIN? OR PREDEFIN? OR PREDETERMINE? OR PRESELECT? OR SELECT? OR SETTING? ? OR



REQUIR? OR ESTABLISH? OR PREESTABLISH? OR PRECONFIGUR? OR CONFIGUR? OR  
CRITERI? OR TARGET? OR QUALIFIC?)

S3           17369    (ESTIMAT? OR CALCULAT? OR NUMBER? OR COUNT??? OR  
TABULAT? OR TOTAL? ) (5X) (NUMBER? ? OR AMOUNT? ? OR QUANTIT? OR  
CUMULATIVE OR TOTAL?)

S4           16049    (COUPON? OR REBATE? OR REWARD? ? OR INCENTIVE? OR  
PAYBACK? OR POINTS OR SPECIAL() (DEAL? OR PRIC???) OR AWARD? ? OR  
DISCOUNT? OR CASHBACK OR CASH()BACK OR RECREDIT? OR MARK()DOWN? OR  
MARKDOWN?) (6N) (LEVEL? ? OR MINIMUM? OR THRESHOLD? OR TRIGGER??? OR  
AMOUNT? OR NUMBER? ? OR VALUE? OR PRICE? OR PERCENTAGE? OR GOAL? ? )  
)

S5	397	S4(9N)S2
S6	60	S5(20N)S1
S7	28	S6 NOT PY>2001
S8	11	RD (unique items)
S9	0	S8(12N)S3

#### **IV. Text Search Results from Dialog (Abstract dbs)**

##### **A. Abstract Databases -- Patent**

**File 347:JAPIO Dec 1976-2009/Jan(Updated 090503)  
(c) 2009 JPO & JAPIO**

**File 350:Derwent WPIX 1963-2009/UD=200934  
(c) 2009 Thomson Reuters**

Set	Items	Description
S1	11571	(ADVERTI? OR PROMOTION? OR COMMERCIAL(2N)MESSAG? OR INCENTIVE? OR COUPON?) (12N) (TARGET? OR DIRECT? OR PROFIL? OR SEGMENT?(2N) (MARKET? OR AUDIENCE?) OR FOCUSED OR INCENTIV?)
S2	2167	(FILTER? OR SCREENING OR PROFIL? OR PRESELECT? OR PROHIBIT? OR BLOCK? OR CONTROL? OR SIFT??? OR SORT??? OR ALLOW? OR DISALLOW? OR UNBLOCK? OR BARRIER? ? OR PERMIT? OR PERMISSION?) (5N) (ADVERTI? OR PITCH?? OR PROMOTION OR ADS OR AD OR COMMERCIAL(2N)MESSAGE? OR BANNER?(2N) (ONLINE OR WEB?) OR POPUP? ? OR POP()UP? ?))
S3	1105	(COUPON? OR REBATE? OR REWARD? ? OR INCENTIVE? OR PAYBACK? OR POINTS OR SPECIAL() (DEAL? OR PRIC???) OR AWARD? ? OR DISCOUNT? OR CASHBACK OR CASH()BACK OR RECREDIT? OR MARK()DOWN? OR MARKDOWN?) (6N) (LEVEL? ? OR MINIMUM? OR THRESHOLD? OR TRIGGER??? OR AMOUNT? OR NUMBER? ? OR VALUE? OR PRICE? OR PERCENTAGE? OR GOAL? ? ) )
S4	5383	(USER? ? OR OPERATOR? ? OR CLIENT? ? OR CUSTOMER? ? OR TARGET?? OR PITCHEE? OR PROSPECT??? OR AUDIENCE? OR BUYER? ?) (6N) (PRESPECIF? OR SPECIF? OR CONDITION? OR DETERMIN? OR PREDETERMINE? OR PRESELECT? OR SELECT? OR SETTINGS OR REQUIR? OR ESTABLISH? OR PREESTABLISH? OR PRECONFIGUR? OR CONFIGUR? OR CRITERI? OR TARGET? OR QUALIFIC?)
S5	940	(ESTIMAT? OR CALCULAT? OR NUMBER? OR COUNT??? OR TABULAT? OR TOTAL? ) (5X) (NUMBER? ? OR AMOUNT? ? OR QUANTIT? OR CUMULATIVE OR TOTAL?)
S6	5417	S4 OR ((USER? ? OR OPERATOR? ? OR CLIENT? ? OR CUSTOMER? ? OR TARGET?? OR PITCHEE? OR PROSPECT??? OR AUDIENCE? OR BUYER? ?) (6N) (DEFIN? OR PREDEFIN?))
S7	91	S2 AND S3
S8	59	S7 AND S6
S9	12	S8 NOT AY>2001
S10	196	S5(9N) (COUPON? OR REBATE? OR REWARD? ? OR INCENTIVE? OR PAYBACK? OR POINTS OR SPECIAL() (DEAL? OR PRIC???) OR AWARD? ? OR DISCOUNT? OR CASHBACK OR CASH()BACK OR RECREDIT? OR MARK()DOWN? OR MARKDOWN?)
S11	17	S10 AND S2
S12	3	S11 NOT AY>2001

9/3,K/8 (Item 7 from file: 350)  
DIALOG(R)File 350: Derwent WPIX

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0011105842 *Drawing available*

WPI Acc no: 2002-041758/200205

XRPX Acc No: N2002-030962

**Providing multimedia content services from which an audience can select a content through a communication network comprising a memory storing multimedia and advertisement contents**

Patent Assignee: MIWA MATERIAL KK (MIWA-N); OH B (OHBB-I); OH B S (OHBS-I);

WILLSEARCH CO LTD (WILL-N)

Inventor: OH B; OH B S

Patent Family ( 6 patents, 92 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2001088738	A1	20011122	WO 2001KR569	A	20010404	200205	B
AU 200144827	A	20011126	AU 200144827	A	20010404	200222	E
KR 2001094698	A	20011101	KR 200017970	A	20000406	200223	E
JP 2002245056	A	20020830	JP 200183734	A	20010322	200273	E
US 20020161713	A1	20021031	WO 2001KR569	A	20010404	200274	E
			US 2001980831	A	20011206		
CN 1366643	A	20020828	CN 2001800837	A	20010404	200282	E

Priority Applications (no., kind, date): KR 200017970 A 20000406

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2001088738	A1	EN	34	7		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
AU 200144827	A	EN			Based on OPI patent	WO 2001088738
JP 2002245056	A	JA	14			
US 20020161713	A1	EN			PCT Application	WO 2001KR569

**Providing multimedia content services from which an audience can select a content through a communication network comprising a memory storing multimedia and advertisement contents**  
**Alerting Abstract** ...allowed if capacity is available, step 303, after entering identification and password

and multimedia content is retrieved and transferred to the client, step 305. The **client** displays content information, step 307, **selects** at least one multimedia content, step 309, the system retrieves information on advertisement content from a database in response to **user selection**, step 311 and the **user** can indicate willingness to watch the advertisement content, step 317. The **price** of the multimedia content is then **discounted** and a corresponding incentive can be given, step 321, after the user has watched the advertisement content, step 323 and the multimedia content, step 325, when the **user** can **select** to watch other multimedia content, step 327. Original Publication Data by Authority Argentina **Publication No. Original Abstracts:** To provide a multimedia contents at a lower price or for free, the present invention provides a multimedia contents service system from which an **audience** can **select** at **least** one **multimedia** content through communication network comprising: a memory for storing at least one of multimedia contents and **advertisement** contents; a contents **price control** unit for decreasing a price or prices of the **selected** multimedia contents in **case** the **audience allow** the **advertisement contents to be played** together with the **selected** multimedia contents; and a contents providing unit for retrieving from the memory the selected multimedia contents and/or the advertisement contents and providing the retrieved content(s) to the audience through communication network, wherein the advertisement contents is retrieved **in case** the audience **allows** it to be played... ... To provide a multimedia contents at a lower price or for free, the present invention provides a multimedia contents service system from which an **audience** can **select** at least one multimedia content through **communication** network **comprising:** a memory for storing at least one of multimedia contents and **advertisement** contents; a contents price **control** unit for decreasing a price or prices of **the selected** multimedia contents in case the audience **allow** the **advertisement** contents to be played together **with the selected multimedia** contents; and a contents providing unit for retrieving from the memory the selected multimedia contents and/or the advertisement contents and **providing** the retrieved content(s) to the **audience** through communication network, wherein the advertisement contents is retrieved in case the audience **allows it** to be played.

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**Dialog eLink:** [Order File History](#)

9/3,K/10 (Item 9 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0009657605 *Drawing available*

WPI Acc no: 1999-610497/199952

XRPX Acc No: N1999-449813

**Advertisement information access management method in internet**

Patent Assignee: AT & T CORP (AMTT)

Inventor: HANSON B L; HUBER K M

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 5974398	A	19991026	US 1997838863	A	19970411	199952	B

Priority Applications (no., kind, date): US 1997838863 A 19970411

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 5974398	A	EN	25	15	

**Alerting Abstract** ...NOVELTY - The computed bid values related to retained advertiser, are transmitted from network to **user**. The **selected** bid value corresponding to **selected** advertiser is received from **user** and advertising message related to **selected** advertiser is transmitted from network to **user**, for display. A **reward** corresponding to **selected** bid **value** is offered to **user**, based on the **selected** advertiser. DESCRIPTION - The advertiser's maximum and minimum bids for absentee bidding, are received at the network side. The **user** profile and two **user** characteristic **specifications** associated with respective advertiser, on the network are accessed. The user characteristics from the user **profile** is compared with that from **advertiser** specification. If one of two selected advertisers has a maximum bid less than the first highest maximum bid, the corresponding advertiser is dropped from bidding... ..conventional automated response platforms. Enables usage of conventional procedures for storing and retrieving from databases. The value of the offer or bid auctioned to the **user** can be **established** based on the **user's** income or age... Original Publication Data by AuthorityArgentina**Publication No. ...Original Abstracts:**reimbursed, or a credit is applied to the user's service account for the amount of the bid promised by the advertiser whose message was **viewed**. Customer interest **profiles** and service usage data collected by the service provider are used to identify particular **user** characteristics to advertisers. **Advertisers define user** characteristics of **particular desirability** and place a dollar value on having messages viewed by individual users based on the desirability of the user. ...**Claims:**receiving in a network, a user request for a service;accessing in the network, a user profile of user characteristics about the user;accessing in **the network**, at **least two advertiser specifications of user** characteristics, each **specification** associated with a respective advertiser;comparing **in** the network, the characteristics **of the user** from the **user profile**, with the **user** characteristics from each advertiser **specification**;**selecting in** the network, **first and second selected advertiser specifications** from the at **least two specifications**, corresponding to selected first and second respective advertisers;computing in the network, a computed bid value that is derived from said maximum and minimum bids for said selected first and second respective advertisers;transmitting in the network to the **user** said computed bid value for **display** to the **user**;receiving in the network from the **user**, a **user selection of** a bid value corresponding to a **selected** advertiser;**transmitting** in the network to the **user**, an advertising **message** about **the selected** advertiser for an advertising display to the **user**; andproviding to the **user** a **reward** corresponding to **the selected bid value**, in response to the **user** having **selected** the advertiser.

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**Dialog eLink:** [Order File History](#)

9/3,K/6 (Item 5 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0011114510 *Drawing available*

WPI Acc no: 2002-050620/200207

XRFX Acc No: N2002-037379

**Transaction processing system in Internet-based applications, provides predetermined service to customer based on incentive points applied to customer who views advertisement**

Patent Assignee: AMANO T (AMAN-I); MAEDA Y (MAED-I); SONY COMPUTER ENTERTAINMENT INC (SONY); SONY COMPUTER ENTERTAINMENT KK (SONY); SONY MUSIC COMMUNICATIONS KK (SONY)

Inventor: AMANO T; MAEDA Y

Patent Family ( 5 patents, 30 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
EP 1158442	A1	20011128	EP 2001304595	A	20010524	200207	B
JP 2002049829	A	20020215	JP 2001151507	A	20010521	200215	E
US 20020038243	A1	20020328	US 2001863876	A	20010523	200225	E
KR 2002089114	A	20021129	KR 200158294	A	20010920	200322	E
CN 1387151	A	20021225	CN 2001137056	A	20011016	200324	E

Priority Applications (no., kind, date): JP 2000153233 A 20000524; JP 2001151507 A 20010521

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
EP 1158442	A1	EN	26	16	
Regional Designated States,Original	AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR				
JP 2002049829	A	JA	14		

**Transaction processing system in Internet-based applications, provides predetermined service to customer based on incentive points applied to customer who views advertisement Alerting**

**Abstract** ...customer viewing an advertisement, advertisement owner name and the customer name.

When an order is received from customer, total incentive points are output to the **customer**. A service provider provides **predetermined** service to the **customer** based on the points, and information about advertisement owner is provided to the customer. Original Publication Data by

AuthorityArgentina**Publication No. ...Original Abstracts:**producing unit 14 for determining a point number which is displayed on the banner advertisement. This server apparatus 10 is further arranged by a Web **control** unit 11 **for displaying the banner advertisement** attached with the point number on a Web page, and also a user data managing unit 12 for managing points gained by a user and...

...**Claims:**other; means operated in such a manner that when an order related to a transaction is accepted from the terminal of the customer, a total **number of points** related to said customer among the **points stored in said** storage means is outputted to the terminal of the customer, and also an instruction as to whether or not a point is used is accepted... ... other; means operated in such a manner that when an order related to a transaction is accepted from the terminal of the customer, a total **number of points** related to said customer among the points stored in said storage means is outputted to the terminal of the customer, and also an instruction as to whether or not a point is used **is accepted; service** providing

means operated in such a manner that in the case the instruction for using the point is accepted, a **predetermined** service is provided based upon said point; and advertisement owner information output means for outputting to the terminal of the customer, information related to an...

**Dialog eLink:** [Order File History](#)

9/3,K/2 (Item 1 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0012962751

WPI Acc no: 2003-039858/200303

XRPX Acc No: N2003-031213

**Computer implemented database system for distributing digital media assets, provides redeemable points to viewer reviewing advertisements and changes advertisements based on changing choices of viewers**

Patent Assignee: TARR M (TARR-I)

Inventor: TARR M

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20020133438	A1	20020919	US 2000245696	P	20001102	200303	B
			US 20011033	A	20011102		

Priority Applications (no., kind, date): US 2000245696 P 20001102; US 20011033 A 20011102

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20020133438	A1	EN	3	0	Related to Provisional	US 2000245696

**Alerting Abstract ...ADVANTAGE** - Provides an advertisement form that is suitable for the Internet environment and **allows** viewers to review potential **advertising** categories presented to the viewers. **Allows** users to choose the **advertisement** and **allows advertisers** to reach **target** consumers by facilitating the delivery of engaging rich media **advertisements** and presentations and placing **control** in the hands of the individual users. Facilitates dynamic and engaging advertisements necessary to attract and entice customers and offers advertisers a payment structure in... Original Publication Data by AuthorityArgentina**Publication No. Original Abstracts:** A computer implemented database system, capable of residing on several web sites, that **allows users** to review **advertising in defined** categories **and elect to** review particular advertisements and receive redeemable "points" or rewards for reviewing the **advertising**. In addition, each **user** is **profiled** dynamically in order **to** offer the user the most likely database of advertising of interest to the user. **Claims:** What is claimed is: **1.** A computer implemented database system, capable of residing on several web sites that **allows** viewer/users to review potential **advertising** categories presented **to** them and if they so **elect**, choose to review a particular advertisement or several advertisements. The viewers receive redeemable "points" for reviewing the ads. Said points accumulate and the viewer/user may; redeem those **points** through **the** system to purchase

any **number** of products or **services**. The system **requires** each viewer, in **order** to accumulate and redeem **points**, to register with the system and provide certain information which in turn helps the system and its advertising clients organize which advertisements to present as available first for a particular **viewer**. This **profiling** system **is** dynamic and accommodates on a regular basis the changing choices the viewer may make as well as the advertising mix that is available at any...



## B. Abstract Databases – NON-PATENT

**File 35:Dissertation Abs Online 1861-2009/May**

**(c) 2009 ProQuest Info&Learning**

**File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13**

**(c) 2002 Gale/Cengage**

**File 65:Inside Conferences 1993-2009/Jun 05**

**(c) 2009 BLDSC all rts. reserv.**

**File 2:INSPEC 1898-2009/May W5**

**(c) 2009 The IET**

**File 474:New York Times Abs 1969-2009/Jun 05**

**(c) 2009 The New York Times**

**File 475:Wall Street Journal Abs 1973-2009/Jun 05**

**(c) 2009 The New York Times**

**File 99:Wilson Appl. Sci & Tech Abs 1983-2009/May**

**(c) 2009 The HW Wilson Co.**

**File 256:TecInfoSource82-2009/May**

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Set	Items	Description
S1	17952	(FILTER? OR SCREENING OR PROFIL? OR PRESELECT? OR PROHIBIT? OR BLOCK? OR CONTROL? OR SIFT??? OR SORT??? OR ALLOW? OR DISALLOW? OR UNBLOCK? OR BARRIER? ? OR PERMIT? OR PERMISSION?) (5N) (ADVERTI? OR PITCH?? OR PROMOTION OR ADS OR AD OR COMMERCIAL(2N)MESSAGE? OR BANNER?(2N) (ONLINE OR WEB?) OR POPUP? ? OR POP()UP? ?) ? ?)
S2	825	(USER? ? OR OPERATOR? ? OR CLIENT? ? OR CUSTOMER? ? OR TARGET?? OR PITCHEE? OR PROSPECT??? OR AUDIENCE? OR BUYER? ?) (6N) (PRESPECIF? OR SPECIF? OR CONDITION? OR DETERMIN? OR DEFIN? OR PREDEFIN? OR PREDETERMINE? OR PRESELECT? OR SELECT? OR SETTING? ? OR REQUIR? OR ESTABLISH? OR PREESTABLISH? OR PRECONFIGUR? OR CONFIGUR? OR CRITERI? OR TARGET? OR QUALIFIC?)
S3	66	(COUPON? OR REBATE? OR REWARD? ? OR INCENTIVE? OR PAYBACK? OR POINTS OR SPECIAL() (DEAL? OR PRIC???) OR AWARD? ? OR DISCOUNT? OR CASHBACK OR CASH()BACK OR RECREDIT? OR MARK()DOWN? OR MARKDOWN?) (6N) (LEVEL? ? OR MINIMUM? OR THRESHOLD? OR TRIGGER??? OR AMOUNT? OR NUMBER? ? OR VALUE? OR PRICE? OR PERCENTAGE? OR GOAL? ? )
S4	173	(ESTIMAT? OR CALCULAT? OR NUMBER? OR COUNT??? OR TABULAT? OR TOTAL? ) (5X) (NUMBER? ? OR AMOUNT? ? OR QUANTIT? OR CUMULATIVE OR TOTAL?)
S5	6	S2 AND S3
S6	16	S4 (12N) S1
S7	22	S5 OR S6
S8	16	S7 NOT PY>2001
S9	2	S8 AND ADVERTI?

## **V. Additional Resources Searched**

No additional results of relevance found in the additional databases identified in the cover correspondence.